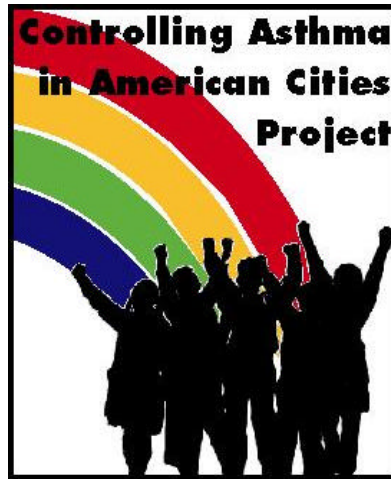


## **Dissemination Planning Guide**

**Controlling Asthma in American Cities Project – Minneapolis & Saint Paul**



**Product of the Publications & Dissemination Workgroup  
Approved by the Leadership Team on April 21, 2005**

## **Resources Available from the Publications & Dissemination Workgroup:**

The Publications & Dissemination Workgroup was assembled to:

- 1) Develop guidelines and process for approving, writing, and distribution project findings
- 2) Develop an ongoing plan for dissemination of project findings

To meet this goal, the Publications & Dissemination Workgroup has developed this guide to assist all involved with the project in dissemination efforts. This workgroup can provide technical and non-technical writing assistance, funds for travel and conference fees for local, regional, and national conferences, and advice from members with a wealth of experience in publications and dissemination efforts. Anyone involved in the project is encouraged to use the resources of this workgroup to support your dissemination efforts.

## **Purpose of this Guide:**

This guide is intended to assist workgroups and project members in planning and documentation of their publication and dissemination efforts related to the Controlling Asthma in American Cities Project. The guide provides worksheets for planning and prioritizing dissemination efforts, information on the appropriate procedures to work through for approval before dissemination, and resources to assist you in your planning. The Publications & Dissemination Workgroup will use the information you provide to keep track of the various dissemination efforts of the project, to report to the CDC about project dissemination efforts, and to provide guidance and funding for dissemination efforts.

## **When to Consult this Guide:**

1. **Twice Per Grant Year:** The Publications & Dissemination Workgroup would like for each intervention/workgroup to complete and the Planning & Documentation Worksheet (p3) contained in this guide at the beginning of each grant year. Additionally, the documentation portion of this worksheet should be updated and submitted at the midpoint of the grant year in order to provide updated information on publication or dissemination efforts.
2. **Before Writing an Article or Abstract:** If a workgroup or individual has results or information to share on a particular intervention of the project, this guide contains a worksheet to assist in strategizing methods for disseminating that information (p1). Before writing an article or abstract, the Publications & Dissemination Workgroup encourages you to use this worksheet to guide your thinking. This worksheet should be submitted to the Publications & Dissemination Workgroup when requesting assistance from the group in terms of writing or funding. You should also consult the Timeline (p4) to guide your planning.
3. **Before Disseminating Project Findings or Products:** Before any project findings or products are disseminated or published, any workgroup or individual needs to follow the approved procedures. This guide contains a checklist and more detailed information about what steps need to be taken prior to dissemination. If you are planning to write an article, present at a conference, distribute curriculum or any other project product, please consult this guide for direction, particularly the Checklists for Dissemination (p2) and any related appendices. Please note the Timeline (p4) for guidance on approval timetables.
4. **When Responding to Requests for Abstracts or Manuscripts:** In some cases, a funder or other agency will request a submission of an abstract for an upcoming conference or a journal article about the project. For these cases, you will not need to complete the Dissemination Strategy Worksheet. However, you will still need to follow the steps outlined in the Checklist (p2), and you should document the submission or publication in the Documentation Worksheet (p3).

**To submit worksheets or planning documents, to request funds, or for further clarification or assistance, please contact Leslie King-Schultz at 651-223-9567 or [leslie.king-schultz@alamn.org](mailto:leslie.king-schultz@alamn.org).**

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## Dissemination Strategy Worksheet

*Use this worksheet to plan your strategy to disseminate information or project findings for your intervention. Submit with any requests for funding or writing assistance. An electronic version is available for ease of completion ([email Leslie.King-Schultz@alamn.org](mailto:Leslie.King-Schultz@alamn.org)).*

**1. What information or materials are you planning to disseminate?**

**6. What are the anticipated costs of this dissemination?**

**2. What is the purpose of the dissemination?**

- a. Is there a request for this information? Please describe.
- b. Is this dissemination part of the intervention? Please describe.
- c. Describe all other purposes.

**7. What are the anticipated benefits from this dissemination?**

(Include tangible and intangible benefits, and those beyond the dissemination itself)

**3. Who is/are the audience/audiences?**

- a. What work or professional organizations do they belong to?
- b. What do they read?
- c. What meetings do they attend?

**8. What additional skills are required to prepare for and to disseminate the information beyond what you or your workgroup can provide?**

**4. What do you want them to do with the information?**

**9. Is this information ready for dissemination?**

(Please use one of the following checklists for guidance)

**5. What strategy/or strategies is/are proposed to reach the audience/audiences? (e.g what type of media? timing?)**

- Yes, we have completed the necessary steps**
- No, we have not yet completed the necessary steps**

## Checklists for Dissemination

Please complete & submit this checklist to the Publications & Dissemination Workgroup prior to dissemination.

Intervention: \_\_\_\_\_

Workgroup: \_\_\_\_\_

Information or Material for Dissemination: \_\_\_\_\_

Contact Person: \_\_\_\_\_

### **For Presentations or Local Publications**

*(Please review Appendix B for more details)*

Date Completed,  
Pending or NA

Authorship Determined? <i>(See Appendix A)</i>	
Reviewed by Relevant Work Group?	
Receive approval from author/presenter's organization?	
Appropriate acknowledgements given (CDC, other funders or organizations)?	
Reviewed by Evaluation Team?	
Notified Staff?	
Abstract submitted to CDC?	

### **For National Journal Publications**

*(Please review Appendix C for more details)*

Date Completed,  
Pending or NA

Authorship Determined? <i>(See Appendix A)</i>	
Leadership team reviewed & discussed finding?	
Abstract and authorship submitted to LT for approval?	
Evaluation team has reviewed and approved findings?	
Evaluation team has been involved in writing article conclusions?	
Appropriate acknowledgments given? (CDC, other funders, etc)	
PIs have reviewed draft?	
Staff has been notified?	
Manuscript submitted to CDC?	

### **For Materials/Product Dissemination**

*(Please review Appendix D for more details)*

Date Completed,  
Pending or NA

Workgroup has reviewed and approved final product?	
Authorship Determined? <i>(See Appendix A)</i>	
Expert reviewed product? (Please identify who)	
Evaluation team has reviewed the product?	
LT has approved of dissemination?	
Appropriate acknowledgements given? (CDC, other funders, etc)	

**Planning and Documentation of Dissemination Efforts Worksheet**

Please complete and/or update this form twice per year. The completed forms will be used by the Publications and Dissemination Workgroup for planning and prioritizing dissemination efforts for the year and for reporting to the CDC and the Leadership Team. An electronic copy is available for ease of completion (email Leslie.King-Schultz@alamn.org).

**Portfolio of Past Dissemination Activities:** Please indicate in the chart below any publications or dissemination activities to-date

Article/Presentation Title	Authors	Name of Publication/Meeting Sponsor	Type of Media (Newsletter, Poster, Journal etc)	Date	Key Message(s)	Audience	Impact or Benefits (Intended and Unintended)

**Anticipated Dissemination Activities – Year 3 (June 2005-June 2006):** Please indicate any publications or dissemination activities planned for Year 3 of the CAACP Grant

Proposed Title	Proposed Authors	Target Publication or Meeting	Type of Media	Possible Date	Key Message(s)	Audience	Status

**Anticipated Dissemination Activities – Year 4 (June 2006-June 2007):** Please indicate any publications or dissemination activities planned for Year 4 of the CAACP Grant

Proposed Title	Proposed Authors	Target Publication or Meeting	Type of Media	Possible Date	Key Message(s)	Audience	Status

## Timeline for Dissemination

The following is a suggested timeline to guide planning of dissemination efforts. Working through the appropriate channels for approval can be time consuming. We strongly encourage you start early.

- June 15- July 15** Complete Planning and Documentation Worksheet (p 3) based on plans for the current grant year and expectations for future grant years. Submit to the Publications & Dissemination Workgroup.
- July 15-September 15** For each planned dissemination effort for the current grant year, complete the Dissemination Strategy Worksheet (p1) to determine the most strategic way to reach your target audience. Identify the deadlines for the medium you choose to convey your message (e.g conference, journal, local magazine or newspaper etc.)
- December 15** Update the Planning and Documentation Worksheet with any changes and any dissemination efforts completed in the first half of the current grant year. Submit to the Publications & Dissemination Workgroup.

Once you have determined your strategy for dissemination, including message, purpose, intended audience, media, costs, benefits, and needs, use the following timelines to reach your deadline:

	For Journal Articles	For Conference Presentations	For Products
<b>6 months ahead</b>	<ul style="list-style-type: none"> <li>- Make sure LT and ET have discussed findings and approve of dissemination</li> <li>-Determine authorship</li> <li>-Begin writing article</li> </ul>		
<b>5 months ahead</b>	<ul style="list-style-type: none"> <li>- Continue writing draft</li> </ul>		
<b>4 months ahead</b>	<ul style="list-style-type: none"> <li>- Share abstract and authors with LT for approval</li> <li>- Involve ET in writing conclusions</li> </ul>		<ul style="list-style-type: none"> <li>- Finalize product within workgroup</li> </ul>
<b>3 months ahead</b>	<ul style="list-style-type: none"> <li>- Finish first draft or comprehensive outline</li> </ul>		<ul style="list-style-type: none"> <li>- Consult outside experts</li> </ul>
<b>2 months ahead</b>	<ul style="list-style-type: none"> <li>- Share draft with PIs for review</li> <li>- Submit draft to other reviewers</li> </ul>	<ul style="list-style-type: none"> <li>- Determine authorship</li> <li>- Begin writing abstract</li> </ul>	<ul style="list-style-type: none"> <li>- Submit to ET for review</li> </ul>
<b>1 month ahead</b>	<ul style="list-style-type: none"> <li>- Finalize manuscript</li> </ul>	<ul style="list-style-type: none"> <li>- Notify staff</li> <li>- Submit abstract to ET for review</li> </ul>	<ul style="list-style-type: none"> <li>- Get approval from LT</li> </ul>
<b>2 weeks ahead</b>	<ul style="list-style-type: none"> <li>- Submit final manuscript to CDC</li> </ul>	<ul style="list-style-type: none"> <li>- Submit abstract to the CDC</li> </ul>	

## Appendix A

### **Authorship Guidelines:**

**Use the following criteria when determining authorship for presentations, publications, and products of the Controlling Asthma in American Cities Project.**

- Any workgroup or project members should reach consensus about authorship and relative contribution to the publication or dissemination effort during the planning phase.
- All persons designated as authors should have participated sufficiently in the work to take public responsibility for the content.
- Individuals are designated as authors only for work they have actually performed or to which they have substantially contributed. Authorship is based on substantial contribution to:
  1. Conception and design, or analysis and interpretation of the data, AND
  2. Drafting the article or revising it critically for important intellectual content AND
  3. Final approval of the version to be published
  - All three conditions must be met.
  - Participation solely in the acquisition of funding or the collection of data does not justify authorship.
  - General supervision of the research group is not sufficient for authorship.
  - For multimember projects, each member of the group who are named as authors should fully meet the above criteria for authorship.
- The order of authorship is a joint decision of the co-authors. It should reflect the relative scientific or professional contributions of those involved. The following should also be considered:
  - Depending on the intended journal or conference, there may be strategic issues about which author to list first.
  - There may be guidelines and requirements of the journal or conference which may preempt order or numbers of authors listed.
- Individuals involved in the project who do not meet the above criteria should be mentioned, with their permission, in the acknowledgements. These may include Leadership Team members, Grant Management Team Members, Principal Investigators, staff, and workgroup members.

These authorship guidelines were developed from the following sources:

1. Publication Credit, Section 8.12 of the American Psychological Association Principles of Psychologists and Code of Conduct, 2002.
2. Uniform Requirements for Manuscripts Submitted to Biomedical Journals from the International Committee of Medical Journal Editors.

**Approved by Leadership Team with remainder of this Guide in April 2005.**

## Appendix B

### **Guidelines for Presentation & Local Publications:**

1. Receive author/presenter's organizational approval for publication/presentation.
2. Acknowledge the funding contribution from the American Cities project. Include dates of American Cities funding. Use this language for American Cities acknowledgement, "*This project was [supported/supported in part] through a cooperative agreement with the Centers for Disease Control and Prevention, U.S. Department of Health and Human Services, under program announcement 03030*".
3. Acknowledge, with dates and the portion of funding, intervention funding sources beyond the American Cities project.
4. Ensure the Evaluation Team has reviewed and approved the evaluation results and have been involved in writing the article conclusions. Note that anytime evaluation data is sighted, interpreted, or an impact is shared, the Evaluation Team must review this portion of the article/presentation. Contact Angie Carlson at [angie@dataiq.com](mailto:angie@dataiq.com) or 952-944-1823.
5. Notify staff of the draft article/presentation, whom it is being submitted to, and an electronic and/or hardcopy of the article.
6. Submit all abstracts and/or outlines for national presentations to the CDC for review.

**Approved by Leadership Team in May 2004 with final changes made in July 2004.**

## Appendix C

### Guidelines for national journal publications:

1. Ensure the Leadership Team has received, reviewed, and discussed the results of the intervention evaluation.
2. Submit an outline of the article and authorship order to the Leadership Team, Implementation Team, and staff for approval.
3. Ensure the Evaluation Team has reviewed and approved the evaluation findings and have been involved in writing the article conclusions. Contact Angie Carlson at [angie@dataiq.com](mailto:angie@dataiq.com) or 952-944-1823.
4. Acknowledge the funding contribution from the American Cities project. Include dates of American Cities funding. Use this language for American Cities acknowledgement, *“This project was [supported/supported in part] through a cooperative agreement with the Centers for Disease Control and Prevention, U.S. Department of Health and Human Services, under program announcement 03030”*.
5. Acknowledge, with dates and the portion of funding, intervention funding sources beyond the American Cities project.
6. Provide the principle investigators the draft journal article and an opportunity to review the document.
7. Notify staff of the draft scientific journal article, whom it is being submitted to, and an electronic and/or hardcopy of the article.
8. Submit all manuscripts for publication to the CDC for review.

**Approved by Leadership Team in May 2004 with final changes made in July 2004.**

**Additional revisions approved by Leadership Team in April 2005.**

## Appendix D

### **Product Dissemination Plan:**

**Before dissemination to individuals or organizations in Greater MN and other states, the following must be assured:**

- 1) The curriculum/product is of high-quality
- 2) The quality can be maintained when the product is utilized in other settings
- 3) Credit for its development and content is given where it is due

#### **1) To assure quality:**

- a) Product should be reviewed by workgroup and meet the satisfaction of the majority of workgroup members in its quality (including, but not limited to content, visual appearance, format, and flow) and readiness for dissemination
- b) Product should be reviewed by individual(s) with expertise in adult education, curriculum development, and/or the medical specialty being presented to assure that it meets quality standards for this type of curriculum or tools
  - Experts will be identified and recruited to review products by CAACP staff, workgroup members, and/or Leadership Team members. The credentials needed to qualify as an “expert” will be agreed upon by the workgroup.
  - They will help assure that the material is high-quality & visually polished
  - Workgroups should involve these individuals in the formative stages of the products as much as possible as well as in the final stages
- c) Product and its evaluation results should be reviewed by the evaluation team for approval as worthy of dissemination. Contact Angie Carlson at [angie@dataiq.com](mailto:angie@dataiq.com) or 952-944-1823.
- d) Product should then be brought forth by the workgroups to the LT with recommendation for approval

#### **2) To assure maintenance of quality upon dissemination:**

- a) If product includes Powerpoint slides or other material that requires further elaboration, a guide should accompany it for future presenters
- b) Each product should contain recommendations for use including the context for delivery, intended audience, and qualifications of presenter
- c) The evaluation team should develop disclaimer language with regards to the applicability of the evaluation results for other settings
- d) Recipients will be encouraged to share feedback to the project about the successes and failures of implementing the product in their setting

### **3) To assure that credit is given where it is due**

- a) Add authorship names to presentations (CAACP/ALAMN, HLAI, SPPS, etc). Individual authorship should be listed in the order that information and effort was contributed.
- b) Include the following acknowledgement of CDC funding: *“This project was [supported/supported in part] through a cooperative agreement with the Centers for Disease Control and Prevention, U.S. Department of Health and Human Services, under program announcement 03030”*.
- c) Get permission from anyone who contributed material to the development of the product to distribute the materials.
  - In the future, contributors of material to future project products will be informed that any contributions to the project are project property
- d) Because of federal funding, materials produced through our project may not be copyrighted.

**Approved by the Leadership Team in December 2004**

**Additional revisions approved by Leadership Team in April 2005.**